

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property
Organization
International Bureau



(43) International Publication Date
12 February 2004 (12.02.2004)

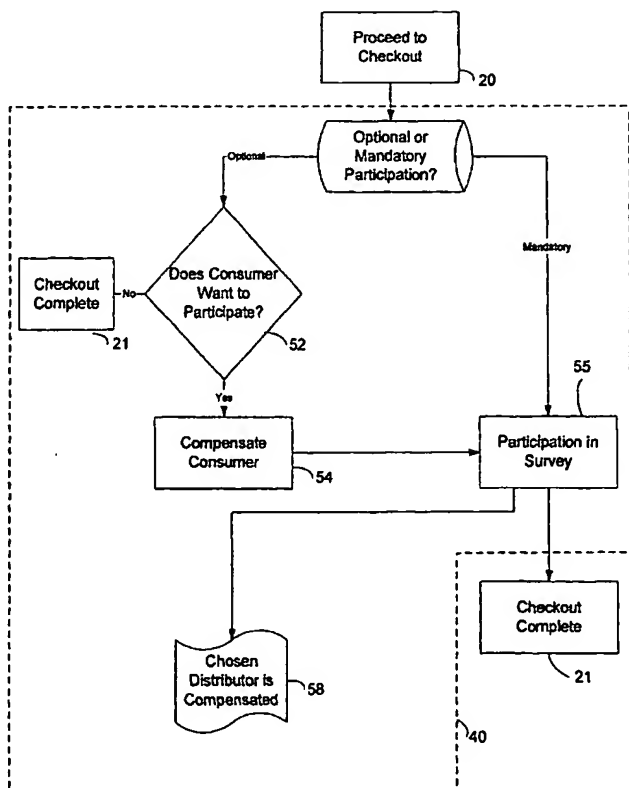
PCT

(10) International Publication Number
WO 2004/013738 A2

- (51) International Patent Classification⁷: G06F (74) Agent: PETERS; Grant, H.; Grant H. Peters, Esq., Barnes & Thornburg, P.O. Box 2786, Chicago, IL 60690-2786 (US).
- (21) International Application Number: PCT/US2003/024446 (81) Designated States (*national*): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.
- (22) International Filing Date: 1 August 2003 (01.08.2003) (25) Filing Language: English (26) Publication Language: English
- (30) Priority Data: 60/400,829 2 August 2002 (02.08.2002) US (71) Applicant (*for all designated States except US*): BUNN-O-MATIC CORPORATION [US/US]; 1400 Stevenson Drive, Springfield, IL 62703 (US). (84) Designated States (*regional*): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).
- (72) Inventor; and (75) Inventor/Applicant (*for US only*): BUNN, Arthur, H. [US/US]; 1601 Willemore, Springfield, IL 62704 (US).

[Continued on next page]

(54) Title: SYSTEM AND METHOD FOR MAINTAINING DISTRIBUTOR LOYALTY



(57) Abstract: A system, method, and computer software product for use by a manufacturer to offset a loss of one or more of the manufacturer's distributors caused by a displacing a distributor's sale when the manufacturer operates an e-commerce enabled web site that sells products directly to consumers. The distributor is compensated in response to be identified by the consumer as where the consumer would have bought the product if the product was not directly available from the manufacturer. The user's participation in selecting a distributor can be optional or mandatory. If optional, the user may be compensated for participating. The list of distributors presented to the user is based on equitable selection method so that one distributor is not favored over the others.